

Message for Schneidman, Eileen

From: Schneidman, Eileen
Date: Fri, Mar 17, 1995 6:06 PM
Subject: OUTBOUND TM DIRECT
To: Rebecca CHAMIAN
Cc: boggs, Lisa; McMahon, Kathy; Nickert, Sheila; Piskor, Stephen;
Tolchinsky, Karen; Vichich, Ed; zeeman, Laurie

Rebecca,

I know we just discussed this, but I thought it important that I put this in writing to all copied.

The Outbound TM program objective is to to call MAT only, non-MCS consumers and determine whether or not they were intending on participating in Gear. If not, and depending on their response, we'd send them either a Gear catalogue and/or Imbedded Bonus Mile order form as incentive to participate.

We have conducted two separate calling tests to these consumers and surveyed nearly 2000 of them. Interestingly, we have turned up the following:

- 1) MANY INDICATED THAT THEY HAD RESPONDED TO MCS (53% of 1st test, 38% of 2nd test). Given that 2.4 million item records are being loaded this week, these percentages will decrease. However, probably not by that much so...we suspect there may be a data problem.
- 2) THE MAJORITY OF CONSUMERS SAY THEY PLAN ON PARTICIPATING IN GEAR (63% of 1st test, 66% of 2nd test). If this % is indicative of the entire MAT only/non-MCS universe, we may rethink this program.

Rather than give you guys comments on the Outbound TM direct pieces now, we'd like to address this program next week when we have more data available (namely, when the new MAT only/non-MCS tape is pulled).

We'll keep you posted. Eileen

From: Rebecca CHAMIAN on Fri, Mar 17, 1995 5:28 PM
Subject: Telemarketing Comps
To: Eileen SCHNEIDMAN
Cc: Lori ZEEHAN; Maria HECHAVARRIA; Elliott OWENS

Eileen:

On Tuesday, 3/14, I pounced you our first round of telemarketing comps and on Wednesday, you had indicated that Steve was unhappy with the outside copy. Apparently, Steve and Lisa never got around to discussing the telemarketing comps/getting further direction when she was in NY on Thursday, 3/16.

Please call me back as soon as possible with more detailed

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comments on the outside copy and any inside commentary as well. We'd like to get moving on this ASAP, as approved comps are due early next week.

Thanks, Eileen. -rebecca

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